



1. What is your occupation and how did you come to work in this field?

I am a floral and event designer. After many years in event planning and fundraising, I decided to narrow my focus to floral and event design.

2. What is the biggest challenge of your work?

The most consistent challenge I have is to marry the client's brief and vision with my aesthetic and sensibilities, within budget.

3. Great leaders often say they learned most from their mistakes. What's example of a time you failed and what did it help you do differently in the future?

Kat flower started as a storefront flower shop, serving retail customers and event clients, shortly after the 2009 crash. However, both the location, neighborhood demographic and economic climate proved to be too challenging to sustain the business in that iteration and I was forced to re-evaluate and essentially simplify. I closed the retail operation, limiting it to the occasional pop-up and focused on the weddings and events industry. While the experience of running a flower shop was very valuable, albeit not all that successful, I did learn that I had a viable business and brand on which I could build and grow.

4. What is your proudest achievement?

There is not one achievement, per se, of which I am proud but rather it is an amalgam of achievements. Venturing out, taking a chance on myself, learning something new to start this business and working tirelessly to make it successful makes me proud. And with every job and project, I am reassured that I have created something that is sustainable and uniquely expresses my vision and aesthetic.

5. Where do you see yourself in ten years?

I recently gave birth to my first child so when I envision my life in ten years, it is one where I have carved out more time for family. This translates to dedicating just as much time to the creative direction of the company and less time managing the administrative and day-to-day operations. I also see lifestyle projects playing a larger role in Kat flower's cadre of business.

6. Is there anything else that you would like us to know about your business?

Kat flower was conceived through my appreciation of flowers, developed and cultivated over many years, and my desire to work with them daily and share of my love of them with everyone. We are a boutique full-service floral and event design studio based in Brooklyn, New York, regularly servicing the entire tristate area and available for destination events. Our approach is seasonal, textural, thoughtful and personal, with notes of romance and whimsy to ensure the capture of each bloom's charm, grace, uniqueness and beauty. Kat flower has been mentioned in *the New York times* and my work and expertise has been featured in *Gotham magazine*, *New York magazine's design hunting*, *New York weddings*, *brides*, essence.com, Huffington post in addition to many popular wedding blogs.